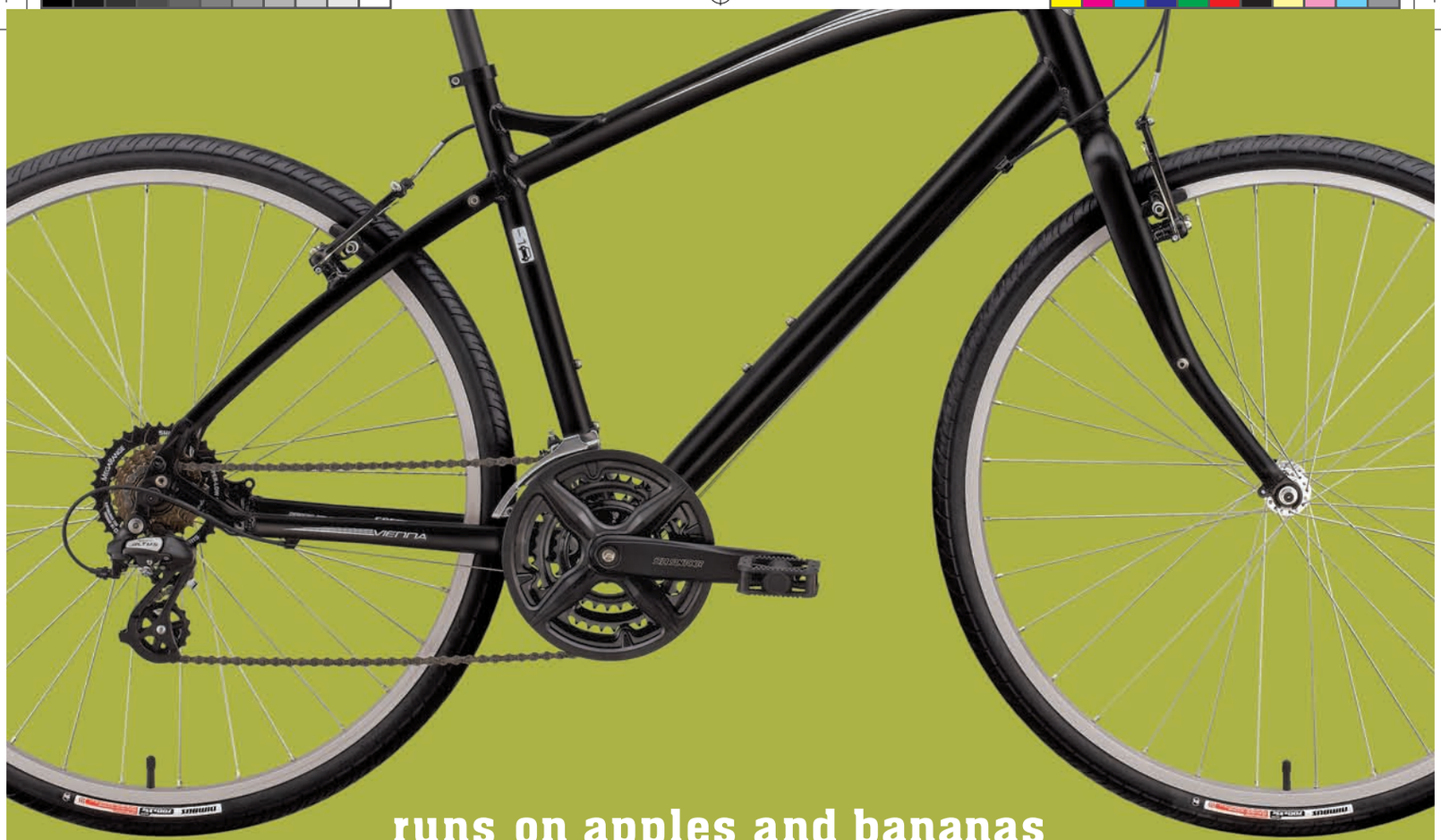


runs on apples and bananas

GLOBE

bicycles by specialized

specialized.com

alliance_9_08.indd 1 8/29/08 8:52:12 AM

SBCU

Brennan Marquez, SBCU Professor, brennan.marquez@specialized.com, x2330

Technical Masters Course

As SBC proprietary technology continues to push the benchmarks of performance and experience ever higher, there is a fundamental need for our dealer partner's ability to maintain that peak performance and experience in kind. Since the inception of SBCU, one of the most requested curriculums has been a mechanic-specific technical course.

It is with great excitement that we introduce to you one of the most highly anticipated additions to the SBCU catalogue, the Technical Masters Course! Along with some top-level acquisitions in staff for teaching the class, we're adding onto the SBCU campus with a completely new building dedicated to hands-on learning with suspension and parts, an environment that any mechanic would aspire to have in their shop at home.

Focused on providing the student with the knowledge and training to effectively diagnose and repair Specialized suspension, Roval wheels and proprietary components, the Technical Masters Course will involve students in our new fully equipped laboratory facility at our SBCU campus in Morgan Hill. The facility will allow students to get their hands dirty while digging deeply into the inner workings of Specialized technology and design. Students will have the opportunity to learn from some of the best minds in the bicycle industry, the principles of suspension theory, diagnostics and design philosophy. They'll be introduced to how the pros maintain and repair Specialized proprietary components in the pits, have the hands on time to apply the new knowledge and ask the designers and product developers the whys and wherefores behind their favorite Specialized products.

Graduates of the Technical Masters Course will return to the retail arena with the ability to maintain and repair SBC proprietary suspension and components, and more importantly, the understanding that the best customer service experience often comes from a trouble free day on the trail or road. The knowledge that maintaining your customer's bicycle at the highest level is the only way to ensure that peak experience goes a long way towards ensuring your store has a customer for life.

Technical Masters Course Dates
Tuition $400

(2 day course)

Oct. (15,16) (29, 30)

Dec. (3,4) (17,18)

Jan. (7,8) (21,22) (28,29)

Feb. (11,12) (25,26)

Mar. (4,5) (18,19) (25,26)

Apr. (8,9) (29,30)

Classes are filling up quickly in this new program reserve your spots today and let us help you take your service center to the next level with the skills and knowledge that will make a difference to your customer time after time. Come wrench with us!

Tuitions include hotel, local transportation to & from the airport, daily shuttles to SBCU campus, all meals, and class books & supplies. Flights or transportation to and from San Jose are the responsibility of the attending dealer. Contact your inside rep to book a spot in any of the classes above. Current availability can be found under the SBCU heading on the B2B site.

SBCU
SPECIALIZED Bicycle Components University

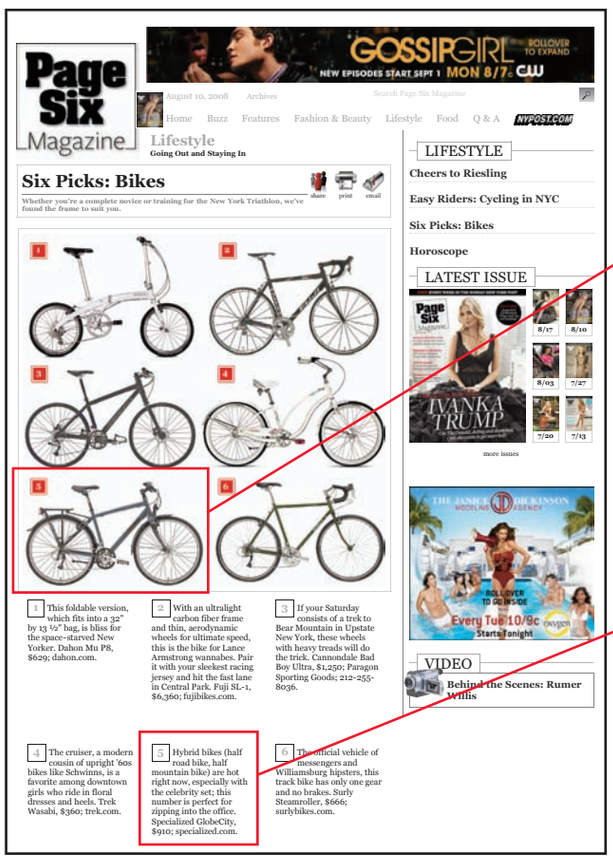
alliance_9_08.indd 2 8/29/08 8:52:14 AM

Public Relations

Carmella Livorsi, Senior PR Manager, carmella.livorsi@specialized.com, x2341

Globe Bikes Are Highlighted On Page Six Magazine Website

The Globe City was recently featured in New York Post in the Page Six section. The piece talks about the popularity and great use of the bike. The New York Post has a daily circulation of over 700,000


Page Six Magazine
GOSSIPGIRL
NEW EPISODES START SEPT 1 MON 8/7c CW
August 10, 2008
Archives
Search Page Six Magazine
Home
Buzz
Features
Fashion & Beauty
Lifestyle
Food
Q & A
NYPOST.COM
Lifestyle
Going Out and Staying In
Six Picks: Bikes
share
print
email
Whether you're a complete novice or training for the New York Triathlon, we've found the frame to suit you.
1 This foldable version, which fits into a 32" by 13 ½" bag, is bliss for the space-starved New Yorker. Dahon Mu P8, $629; dahon.com.
2 With an ultralight carbon fiber frame and thin, aerodynamic wheels for ultimate speed, this is the bike for Lance Armstrong wannabes. Pair it with your sleekest racing jersey and hit the fast lane in Central Park. Fuji SL-1, $6,360; fujibikes.com.
3 If your Saturday consists of a trek to Bear Mountain in Upstate New York, these wheels with heavy treads will do the trick. Cannondale Bad Boy Ultra, $1,250; Paragon Sporting Goods; 212-255-8036.
4 The cruiser, a modern cousin of upright '60s bikes like Schwinns, is a favorite among downtown girls who ride in floral dresses and heels. Trek Wasabi, $360; trek.com.
5 Hybrid bikes (half road bike, half mountain bike) are hot right now, especially with the celebrity set; this number is perfect for zipping into the office. Specialized GlobeCity, $910; specialized.com.
6 The official vehicle of messengers and Williamsburg hipsters, this track bike has only one gear and no brakes. Surly Steamroller, $666; surlybikes.com.
LIFESTYLE
Cheers to Riesling
Easy Riders: Cycling in NYC
Six Picks: Bikes
Horoscope
LATEST ISSUE
IVANKA TRUMP
8/17
8/10
8/03
7/27
7/20
7/13
more issues
ROLL OVER TO GO INSIDE
Every Tue 10/9c
Starts Tonight
VIDEO
Behind the Scenes: Rumer Willis

5 Hybrid bikes (half road bike, half mountain bike) are hot right now, especially with the celebrity set; this number is perfect for zipping into the office. Specialized GlobeCity, $910; specialized.com.

alliance_9_08.indd 3 8/29/08 8:52:15 AM

Erin Martin, Merchandising Manager, erin.martin@specialized.com, x7064

Grand Opening in Colorado

Peloton Cycles celebrated the grand opening of its new concept store in Fort Collins, CO last month with much anticipation. Fitting to its prime outdoor recreation and eco-conscious northern Colorado location, the 8000 square foot building was constructed using environmentally sustainable practices and materials and is currently pending Platinum LEED certification status.

Featuring natural bamboo flooring throughout the apparel and equipment areas and dual-switching compact fluorescent fixtures that emit only the necessary amount of light, owner Trent Schilousky is very excited about the new store and customers are definitely taking notice as well: "The effort from the entire Specialized team was amazing. We had a lot of last minute details to get the store ready to open and everyone from Marketing to Retail Services to Sales pitched in and got it done. The grand opening was just that—grand. We had close to 500 people through the doors over the two days and everyone was more than impressed. My favorite silent comment was made by a customer walking through the door for the first time—WOW. Sales have been really solid and I can't wait for the start of the season next year."

Peloton Cycles "Green" Building Facts:

• Extensive day lighting is accomplished through an open floor plan, which allows light penetration from exterior windows to the interior spaces. More than 75% of the regularly occupied spaces in the building receive enough daylight to perform daily tasks without additional electric lighting.

• The exceptionally low water consumption of the plumbing fixtures in the building achieve over 42% water savings when compared to a baseline building that meets local code. This is a 12% improvement over the current LEED standards.

• Air handling units supply the building with 100% outside air to cool the building when ambient temperatures allow. All perimeter spaces receive natural ventilation through operable windows. This promotes the ability for individualized temperature and comfort control. This integrated combination of systems provides the building with a 45% energy savings over conventional building construction.

• White reflective (TPO) membrane, 'cool' asphalt shingles and 'cool' metal technology roofing reduce the heat island effect and minimize cooling requirements.

alliance_9_08.indd 4 8/29/08 8:52:19 AM

Keith Archibald, Customer Service Manager, keith.archibald@specialized.com, x4279

Meet Your Customer Service Reps

Specialized Bicycle Components, U.S. Customer Service/Warranty Dept.

	IP EXT	LAND LINE EXT	E-MAIL	
GLEN ADAMS	7050	4234	glen.adams@specialized.com	**Global Customer Service Manager**
NICK EKDAHL	2036	4262	nicholas.ekdahl@specialized.com	**Customer Service Operations Manager**
KEITH ARCHIBALD	5474	4279	keith.archibald@specialized.com	**US Warranty/Tech/Customer Service Manager**

WARRANTY/TECH REP	IP EXT	LAND LINE EXT		TERRITORY		TERRITORY #
BRUCE DEPPE	5479	4230	bruce.deppe@specialized.com	North East	PA,NY,NH,MA,VT,ME,NJ,WV,OH(S),CT,RI,Long Island	27,28,29,36,42,44,45,46
IAN HARTLEY	5475	4266	ian.hartley@specialized.com	South East	VA,FL,GA,SC(W) NC,TN,(E), DC,MD,DE,PA (E. Har)	3,20,12,21,22
KEVIN WILDE	5457	4269	kevin.wilde@specialized.com	Central South	LA,MS,OK,AR,TX,AL,MS,GA (Atl)	5,6,15,31,37,41
MIKE SOHM	5481	4268	mike.sohm@specialized.com	Central North	ND,SD,MN,IL,WI,IA,MI,IN,OH(W),KY,KS(E),NE,MO	4,32,33,39,43,47
BRAD PASTIR	5429	4264	brad.pastir@specialized.com	North West	ID,WA,AK,OR,MT,UT,WY,CA,(SF Bay,San Jose,East Bay, Central Valley),HI,CO,NM(Farmington),KS,(W)	8,10,14,23,34,35,38,48
TYLER WILHELMSEN	2217	4217	tyler.wilhelmsen@specialized.com	South West	CO,CA(Sonoma and Napa Counties, Ctr Valley, South,LA,San Diego)	2,11,13,17,19,24,25
ZANE FREEBAIRN	5522	4236	zane.freebairn@specialized.com		U.S. Overflow Calls	Que Calls
JOAN DESPAIN		4232	joan.despain@specialized.com		Warranty Credit Form Processor	

IP Phone Number: 800-722-4423

Land Line Phone Number 801-886-2453

Andrew Love

Brad Pastir

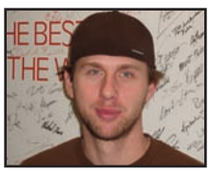
Dylan Price

Ian Hartley

Kevin Wilde

Mike Sohm

Bruce Deppe


Don Meyers

Joan DeSpain

Justin Healy

Tyler Wilhelmsen

Zane Freebairn

alliance_9_08.indd 5 8/29/08 8:52:25 AM

Point of Purchase

Tara Moeller, USA Marketing Manager, tara.moeller@specialized.com, x5464

Globe Shop Bike Program

As gas prices rise so does the need for a commuting alternative. Here enters Globe Bicycles branded by Specialized. For Model Year 2009 there is a new platform, new technologies, new unique rider benefits, and a new sales program. This program encourages shop employees to commute by bike to lunch, run errands, or grab coffee during the day.

Each location that purchases and is shipped 30 Globe Bicycles, in any 2009 model combination of Vienna, San Francisco, and Carmel, from July 1st – October 31st, 2008, will be rewarded a specially painted green Globe shop bike. The green Globe bikes are limited in availability and once they are gone, they're gone. So order up today to reserve your special Globe shop bike. The bikes estimated availability is January but may land before. Your rep will update you with the progress.

Don't forget to get with your Specialized Representative to secure in-store POP for the Globe Bicycles.
Go green or go home.

GLOBE IN-STORE POP (Available in August 2008)

Globe Window Display Banner Item # 7609-0118 -- $200

Globe Window Tag Decal Item # 7609-0117 -- $30

Globe In-Store Floor Banner Item # 7609-0116 -- $50

** artwork may vary*

alliance_9_08.indd 6 8/29/08 8:52:29 AM

Tara Moeller, USA Marketing Manager, tara.moeller@specialized.com, x5464

Another Year Running, More Challenges And Opportunities To Conquer.

In the 8th year of operation, more than 150 Specialized dealers participated in the Dealer Satisfaction Survey. The survey is conducted by an independent research firm Nugent & Associates. In the assessment, dealers were asked to disclose their level of satisfaction over a large gamut of topics including customer service, marketing, sales programs, credit, product and processes.

Here are some of the highlights from the 2008 survey:

- Satisfaction with the "Sales Programs" has improved 13 points over the last 3 years to 79.28.
- Sales satisfaction reached its highest level to date, 92.18, and ratings for all sales people were above "Very Satisfied" for the first time.
- Poor Transition/SL2 availability figured prominently but did not significantly degrade ratings.
- 90% of the ratings were at the "Very Satisfied" level (80) or above.
- Our biggest opportunity for improvement is in the category of Customer Service.

ACTION PLANS FOR 2008

You have clearly told us that we need to improve our Customer Service area and we are committed to making customer service easy for you and an advantage when dealing with our customers, so we have developed action plans so you can know exactly how we will be tackling some of the opportunities highlighted in the survey.

In order to strengthen the leadership, Specialized brought on Glen Adams and Keith Archibald to re-vamp and recharge the Customer Service team. The specific areas they will focus on are as follows: Different processes among Customer Service Representatives (CSR), high CSR turnover, specific knowledge deficiencies, and quick response and resolution of issues.

Different Processes Among CSR

To decrease the differentiation in responses, the Customer Service team is creating a manual to guide the CSR's into providing better service for you and a satisfactory conclusion to your problem. This Customer Service Manual will help the team to develop processes and give you the best service possible.

High Turnover

In recent months we have had high turnover in the Customer Service department as we have hired CSR who we believe are better able to serve you. That team is now in place. In addition, we have instituted an incentive system designed to reward those CSR that have done an excellent job. This will ensure that we have lower turnover and retain the CSR that best service you.

Specific Knowledge

In the past, the CSR have gone to SBCU and BG Fit class in order to update their product knowledge. With the increasing complexity and breadth of our product offering, this is simply not enough information. Moving forward, all CSR will have one-on-one training with SBCU Professors alongside product managers to get inside information directly from the creators and engineers. They will also have access to ride the current model year products and equipment so they know exactly what is on your floors.

Quick Response and Resolution

Every CSR is required to return phone calls and reply to emails by the end of the day. And most importantly solve your issues within 48 hours target.

In conclusion, you are relying on us to take care of your customers; this is the philosophy the Customer Service Team will be taking to heart.

As we move forward with our vision to be the best cycling brand in the world, we will continue to compete against ourselves to be your supplier of choice. Though not a goal to be reached overnight, we are doing everything we can to gain insight on how to better serve you and what it is exactly that you need to be successful. As a sole provider to the IBD network, if you aren't successful, we fail.

Thank you for your critique of our performance and we look forward to serving you in 2009.

alliance_9_08.indd 7 8/29/08 8:52:29 AM

Riders Club

Ian Dewar, Riders Club Manager, ian.dewar@specialized.com, x5463

Commuting And Globes

At Riders Club we support all levels of cycling and we love getting new people onto bikes. With that in mind here are some great tips to help people get more out of their commuter bikes and get out to ride more often.

Tips for Getting People set up on Commuter Bikes

The first thing we tell people at Riders Club when they ask about commuting is to figure out where you are going to ride. We recommend doing three things:

1) 2 Mile Map! Take a Google map of your house and print it and draw a 2 mile circle around your house. Then think about how many places you go within those two miles and how many you could ride to.

2) Ride to Work! There are many ways to get ready to ride to work. We recommend doing the following.

First figure out how you will get ready once you get to work – do you have a shower at your office? Is there a gym nearby you can use? How will you get your clothes to work?

Second figure out a safe route to work – check the local cycling federation to see if they have recommend bike routes. Check the local municipal website to see if there is a bike map? Once you have your route planned drive it once if possible to see how far it really is. Or use an online resource like www.mapmyride.com to get a full route and elevation profile.

Third figure out how you will get home. Can you can pool home with someone or will the ride always be round trip. Think about starting with one way trips 1 or 2 times per week and build up to multiple round trips per week.

3) Plan one new ride! Ride to one place per month that you would normally drive. This might be going out for dinner, or to the zoo on the weekend or to the park to play Frisbee. Maybe you have a pool a few miles away that you normally drive to. Here's a way to get in ride to somewhere new and save a bit of gas while you are at it!

Brita Climate Ride 08

Not only are we working on getting more people on bikes we are actively looking at climate change and bicycles as a tool to help that. To that end our friends at Climate Ride 2008 have been working tirelessly for the past six months to plan an amazing ride from New York City to Washington DC this year in September. This will be an unprecedented display of cycling support for climate change and will be the start of a number of great programs in the future. Please take a look at http://www.climateride2008.com/ and support their initiative.

Rider Club in September

We have a great month planned at Riders Club. We are adding more rides to our RIDE database everyday and encourage you and your shop to add your local rides as well. The whole goal of Riders Club is to get more cycling riding more often and we are always looking for ways to tell people about where to ride. Be sure to add a ride today.

If you cannot access your Riders Club account please contact Ian Dewar at ian.dewar@specialized.com and we'll reset you password and get you set up to build a profile and link your RIDES and EVENTS!

alliance_9_08.indd 8 8/29/08 8:52:35 AM

Events

Kathryn Grassl, USA Event & Demo Manager, kathryn.grassl@specialized.com, x7089

Demo Our 2009 Bikes At September And October Events!

Our 2009 bikes are already getting a lot of attention and we'd like you to see why. Join us at one of these upcoming events and take the fast, smooth new Roubaix for a spin, test the lightweight handling of the revolutionary Epic or tuck yourself into aero position for a time-shattering sprint on the Transition. You'll also find our Tour-winning Tarmac, Designs for Women line and ever-amazing Stumpjumper ready to transport you over the asphalt and singletrack nationwide.

Sept 12-14- Hayward, WI

Join the demo team as we set-up Speci-Village at the KOA Campground in Hayward, WI for Riders Club Fat Tire weekend! Test ride a new Epic or Stumpjumper (take one out for race day if you get there in time!) get your bike tuned before the race, grab a sweet Riders Club water bottle, have us transport your gear from the start to the finish line and then come on back for an evening BBQ on Saturday. We'll be there all weekend—riding bikes, sharing some laughs, grilling some burgers and enjoying the awesome Wisconsin autumn.

Sept 22-23- Bootleg Canyon, NV

It's that time again... Interbike Outdoor Dirt Demo is right around the corner! We'll once again have hundreds of bikes ready and waiting for you to throw a leg over and take out for a test ride. As a Specialized dealer, you'll enjoy access to an exclusive VIP area with snacks, beverages, shade and a dealer-only demo line. You can also join us to watch Mike ride in from Morgan Hill around noon on Tuesday. Then come back to ride with some of our sponsored athletes at 3pm both days, followed by an autograph session.

Oct 8-10- Kona, HI

In the days leading up to Ironman World Championships we'll be sending out Transitions for demo rides. Stop by the upper HP Bikeworks store to take one for a jaunt down the Queen K, then join us as we cheer Macca on in his quest for another Ironman World Championship win in the lava fields of Kona.

Oct 10-12- Moab, UT

What better place to demo a 2009 Specialized mountain bike than in one of the premier mountain biking destinations in the world? Moab, UT! Our Designs for Women team will be racing and rocking with our very own World Champion- Rebecca Rusch! Come by to test ride a new D4W bike, get an autograph and enjoy the atmosphere at one of the best MTB events in North America!

Oct 21-22- Providence, RI

Our Specialized demo team is super excited to be part of the inaugural Outdoor Demo East at Roger Williams Park in Providence, RI. We'll be spreading the Speci-love—East Coast style—as we bring out all the Roubaix's, Epic's, Stumpy's, Tarmac's, Ruby's, Safire's, Era's and Transition's you care to ride. We know that not everybody can head west for the Vegas bike show, so we're thrilled to bring the same demo action to your neck of the woods.

Macca pre-rides Queen K in the days leading up to Kona 2007.

Dirt Demo @ Bootleg Canyon

Bikes ready and waiting for demo under the Vegas sun.

alliance_9_08.indd 9 8/29/08 8:52:38 AM

Rachael Lambert , Women's Brand Developer, rachael.lambert@specialized.com, x6095

Specialized Designs For Women At Crankworx!

The Specialized Designs for Women product and demo team traveled to Whistler, British Columbia, Canada in August to host a women's demo week in Whistler during the Crankworx festival. Crankworx is a 10 day festival of free ride mountain biking and draws hundreds of thousands of visitors from all over the world. While many people travel to Whistler to ride the world famous bike park, others travel for the outdoor adventure playground that keeps crowds of all ages actively entertained. It was a great opportunity to show-off the 2009 Designs for Women bikes as well as provide informative clinics on suspension set-up, bike handling and product demos and the extensive network of well-marked and designed cross-country trails located throughout the valley provided the perfect stomping ground for test rides. The week was a success as women from the United States, Australia, New Zealand, UK, and Canada kept our women's demo fleet bikes continuously out on the trail. You can be sure that many returned to their home country armed with new information and skills ready to purchase a brand new Safire, Era, or Myka from their local dealer.

Throughout the year the Designs for Women demo tour travels to the biggest cycling events in North America to promote women in cycling across all disciplines. Specialized is excited to be a part of such a growing movement in cycling and to be able to offer the best bikes and equipment for women based on their anatomy and the way they ride.

The design's for women team getting ready to lead this group into the woods.

All ages of women went for a ride with the Designs for Women crew!

alliance_9_08.indd 10 8/29/08 8:52:43 AM

Trail Head Cyclery Expands With The Globe Line Of Bikes.

Dealer name: Lars Thomsen
Business name: Trail Head Cyclery
Years in business: 12
Location of Store: San Jose, CA
Staff size: 9 full time, 3-6 part time

Q: *Briefly describe your experience in the industry.*

A: Unique. I have ridden bikes in the mountains above Los Gatos since 1982, worked in mountain bike shops as a mechanic from 1991 through 1997 and have been competing on mountain bikes since `92. My approach to this industry is based on the ride and I am always looking to improve my product knowledge, service skills and relationships with both customers and suppliers. My honest opinions based on my experience have resulted in great relationships with many product managers and design engineers. I am also fortunate to have a shop in San Jose where I have built a field of dreams. Stock it, and they will come. Provide the knowledge, and they will come. Provide the service, and they will come.

Q: *Which of our Globe bikes do you carry on your showroom floor? (San Francisco, Vienna, Vienna Deluxe, Carmel)*

A: Carmels dominate the globe sales while SF 8 speeders sell to more experienced riders. We'll have to see how the Vienna does, as I've never carried them.

Q: *What percentage of your business is the commuter market? Do you see your community growing in this area?*

A: Well, first we should talk a bit about what the commuter market is. There are two clear categories of this market. The first is what we commonly envision when we use the word commuter, that person who rides to and from work. The second is the much larger category of folks who drive to work, but ride locally to the markets, the library, the athletic club, restaurants, cafes and to meet up with friends. They could drive, but they choose to ride. That said, the #1 category is less than 10% of my business and growing slightly while the #2 category is approximately 20% and growing fast.

Q: *What does your shop do to encourage commuting?*

A: Folks that mention commuting are met with enthusiastic support for their prowess as a commuter. They are then supported with the most complete inventory of small parts and the skilled staff required to keep their transportation running reliably with minimal down time. We schedule appointments to keep repairs less than a day turnaround and can support this by stocking the correct selection of tires, spokes, bearings, brake pads, chains, cassettes, rings and all the other parts commuters wear out. We also stock quality racks, not cheap ass flimsy ones. No, these are real racks meant to carry your load. We stock packs and bags, fenders, reflective Velcro straps and the best lights in the business. We're open seven days and perform service all days that end in why. Oh, and we sell bikes that are great for commuting on too.

Q:: *In your market, are there any trends related to commuting? Single-speed/ Fixed Gear?*

A: The biggest trend is that folks are pulling their un-loved bikes out of the garage and bringing them to us so they can ride 'em again. Most folks are not looking for a new "commuter bike." They are broke, the gas prices are killing them and they can't afford a new commuter bike running well upwards of $500. Nope, they want to get their old bike running for as cheap as possible. Now, some of them are young and the cheapest way to repair a beat down drive train is to take all the gears off. And even though fewer customers are fixing them out, I've seen more fixies in the last year than all eleven years prior. But we're not talking about Portland here, it's San Jose, but I can see it headed that way. But it's the smooth tires and basket sales that seem to be leading the trends.

Q: *Do you work with any other companies-not necessarily bicycle manufacturers- that are actively working to promote commuting by bike?*

A: Yea, I've done events on the Yahoo! Campus for the Globe and at the Xylinx Campus for "green days" as well as providing valuable feedback to companies like Nite Rider, Light and Motion and Inertia Designs.

Q: *To what do you attribute your success in selling the Globe and other commute or multi-street bikes?*

A: First, having them in stock, built up and ready to go. Second, having friendly excited staff to sell a Globe and not just offer a test ride, but insist they do. And that test ride is behind the shop in a safe and spacious quite parking lot. Show them features like the soft contact points, low CG and adjustable bar height. The focus is on comfort and reliability. That's the Globe sale. Performance multi-street bikes share much of the same attributes, but the focus is on control, lightness and a crispy quick ride quality. These riders own expensive ride gear and clip into their pedals. Having shoes in half sizes, a huge selection of pedals, bib shorts and the knowledge to express why a welded rim is worth more than a pinned and sleeved rim are key attributes to successfully selling 1 to $3k commute bikes.

Q: *Any other thoughts on this topic of commuting and Globe bikes?*

A: Get rid of the derailleur on most commuter bikes. New folks to the world of commuting by bike want automatic simplicity, not a messy drive train, not complex shifting techniques, not fragile parts that get damaged by racks and closing doors... And three gears are not enough. Eight is just right. Figure out how to get eight speed bikes under $500 and it's on. Strip it down to the basics.

alliance_9_08.indd 11 8/29/08 8:52:43 AM

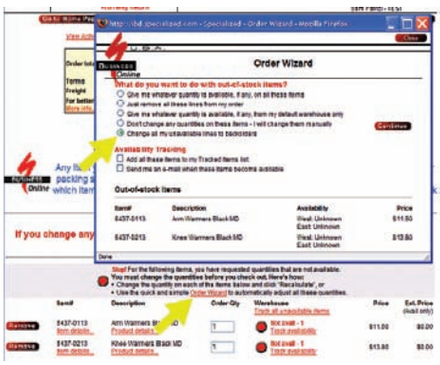
SBO

Sam Patrizi, SBO Content Manager, samuel.patrizi@specialized.com, x5402

Did You Know?

The ability to backorder unavailable Items on SBO is available again. This version allows you to convert unavailable Items already in your Active Order into backordered Items. Just use the Order Wizard link on the Active Order page, then select "Change all my unavailable lines to backorder" and click the Continue button. All of your unavailable Items with red lights will convert into a blue lights. At this point you can Check Out.

Remember, you can not Check Out on SBO with lines Items that have a red light. Either remove these Items or change them into backordered Items. If you do decide to Check Out with backordered Items, make arrangements



with your Sales Reps. to have these Items shipped when they become available or manage the Items yourself using your Tracking Bin and the "View All Available Lines From Open Orders" application on the Account Information page.

Don't have access to Specialized Business Online? Contact your Sales Representative or myself at 1-800-SBC-4IBD x5402 or e-mail at samuel.patrizi@specialized.com. Don't forget to ask about our price labeling program and Online Bill Pay.

If you have access to Specialized Business Online and would like to receive the monthly Alliance Matters newsletter in e-mail form, please contact Sam Patrizi at x5402 or e-mail him direct at samuel.patrizi@specialized.com. If you do not have access to Specialized Business Online, but would like to receive the monthly Alliance Matters newsletter by e-mail, please contact your Inside Sales Representative.

VISION- to be the best cycling brand in the world.

MISSION- to be the product of choice to discerning customers and dealers, and the supplier of choice to the full service dealer.

15130 Concord Circle
Morgan Hill, CA 95037
www.specialized.com

© 2007 Specialized Bicycles

First Class Presort
US Postage
PAID
Stockton, CA
Permit No. 637

This newsletter is printed on 100% PCW recycled paper.
Please recycle again.